

ABSTRACT

This study is an attempt to fill in the existing gaps in gender studies, where the predominant focus has always been on feminist studies. Men's studies have long taken the backseat. Recent research, however, show that there is an increased academic interest in this area, though not yet to the scales reached by feminist studies. Hence, this research is an endeavour to augment the corpus of men's studies, especially in a Malaysian context.

A study of twelve consecutive issues of *FHM Malaysia* was undertaken to gain insight into masculinity in this country. This magazine was chosen as it embodies the current context of Malaysia; an independent nation capable of standing its own ground, yet open to influence by global mechanisms. The local edition of *FHM* is the only local men's magazine that is internationally linked to its counterparts in 13 countries.

This study sought to determine how much of traditional masculinity is still evident in modern day Malaysia, the extent of the influence of capitalism on the concept of masculinity locally, and how masculinity in Malaysia is represented. The results of the study indicate that traces of traditional masculinity are still evident but not overtly so. Instead, more conspicuous, is a tempering of the longstanding ideation of male superiority. This tempering can be chiefly attributed to the influence of the capitalist market on Malaysian society. In fact, one conclusion reached by the research is that capitalism appears to be the mainstay

of masculinity in Malaysia, where the male is viewed chiefly as an object within the economy of consumption. As a result, one of the constitutions of masculinity in Malaysia is the maintenance of a high, consumer profile.

To recapitulate, this study strongly underlines a gradual breaking down of the traditional codes of masculinity in Malaysia in line with the expansion of the capitalist market.

ABSTRAK

Objektif kajian ini adalah untuk mengisi ruang yang sedia ada di dalam bidang kajian jantina yang selama ini lebih dipusatkan kepada kajian hal wanita. Setakat ini kurang tumpuan diberi kepada kajian hal lelaki. Akan tetapi, situasi ini semakin berubah. Terdapat lebih banyak kajian yang tertumpu kepada isu-isu kaum lelaki. Oleh itu, kajian ini bertujuan untuk menambahkan lagi pengetahuan dalam bidang ini, terutamanya dalam konteks Malaysia.

Dua belas isu majalah *FHM Malaysia* digunakan sebagai alat kajian. Pilihan ini adalah dibuat kerana majalah ini, walaupun diterbitkan di Malaysia, tetapi isi kandungannya tidak tertakluk hanya kepada hal-ehwal kaum lelaki tempatan. Majalah ini mempunyai talian dengan tiga belas lagi negara yang masing-masing turut menerbitkan edisi *FHM*.

Kajian ini mengkaji setakat mana maskuliniti traditional masih wujud di zaman sekarang, peranan kapitalisme di dalam konsep maskuliniti di Malaysia dan bagaimana konsep maskuliniti dilambangkan.

Hasil kajian ini menunjukkan bahawa masih terdapat kesan-kesan maskuliniti tradisional tetapi kesan-kesan ini adalah tidak jelas tertonjol. Fenomena ini dikaitkan kepada pengaruh pasaran kapitalisme yang kini boleh dianggap sebagai tapak maskuliniti di Malaysia. Kaum lelaki hanya dilihat sebagai objek di dalam litar ekonomi.

Secara keseluruhan, kajian ini menegaskan bahawa terdapat penukaran secara gradual terhadap kod maskuliniti di Malaysia selari dengan peningkatan pasaran kapitalisme.

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